<u>IN THE CLAIMS</u>

Claims 1-10 (cancelled).

11.   **(Currently amended)** A system for supply chain management comprising:

an order controller system receiving inventory data and generating reverse logistics data;
and

a warehouse system receiving the reverse logistics data and generating shipping data.

12.   **(Original)** The system of claim 11 further comprising a distribution system receiving the reverse logistics data and generating shipping data.

13.   **(Original)** The system of claim 11 wherein the order controller system further comprises an internal warehouse order system receiving the shipping data and modifying internal warehouse order data in response to the shipping data.

14.   **(Original)** The system of claim 11 wherein the warehouse system further comprises an inventory system receiving the shipping data and modifying inventory data in response to the shipping data.

Claims 15-20 (cancelled).

21.   **(New)** A system for supply chain management comprising:

an order controller system receiving warehouse inventory data and distribution center inventory data and generating reverse logistics data to improve a distribution of inventory at a warehouse and a distribution center;

a warehouse system receiving the reverse logistics data and generating shipping data; and

a distribution system receiving the reverse logistics data and generating shipping data.

22.   **(New)** The system of claim 21 wherein the order controller system further

comprises an internal warehouse order system receiving the shipping data and modifying internal warehouse order data in response to the shipping data for a warehouse operated by an operator of the supply chain management system.

23.   (New) The system of claim 21 wherein the order controller system further comprises an external warehouse order system receiving the shipping data and modifying external warehouse order data in response to the shipping data for a warehouse that is not operated by an operator of the supply chain management system.

24.   (New) The system of claim 21 wherein the warehouse system further comprises an inventory system receiving the shipping data and modifying inventory data in response to the shipping data.

25.   (New) The system of claim 21 further comprising a promotion management system generating promotion data, wherein the order controller system receives the promotion data and generates reverse logistics data to improve a distribution of inventory at a warehouse and a distribution center in response to the promotion data.

26.   (New) A method for supply chain management comprising:

receiving warehouse inventory data and distribution center inventory data and generating reverse logistics data to modify a distribution of inventory at a first warehouse and a second warehouse;

5   receiving the reverse logistics data at a first warehouse system and generating shipping data; and

receiving the reverse logistics data at a second warehouse system and generating shipping data.

27.   (New) The method of claim 26 further comprising receiving product promotion data and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product promotion data.

3

28.   (New) The method of claim 26 further comprising receiving product rollout data and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product rollout data.

29.   (New) The method of claim 26 further comprising receiving product replacement data and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product replacement data.

30.   (New) The method of claim 26 further comprising receiving product deletion data and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product deletion data.

31.   (New) The method of claim 26, wherein the first warehouse is operated by an operator of a supply chain management system and the second warehouse is not operated by the operator of the supply chain management system, and priority is given to maintaining predetermined inventory levels at the first warehouse.

32.   (New) The method of claim 26 further comprising receiving inventory data for a plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse based on the inventory data for the plurality of retail locations.

33.   (New) The method of claim 32 further comprising receiving product promotion data for a subset of the plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product promotion data for the subset of the plurality of retail locations.

34.   (New) The method of claim 32 further comprising receiving product rollout data for a subset of the plurality of retail locations and generating reverse logistics data to modify the

4

distribution of inventory at the first warehouse and the second warehouse in response to the product rollout data for the subset of the plurality of retail locations.

35.   (New) The method of claim 32 further comprising receiving product replacement data for a subset of the plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product replacement data for the subset of the plurality of retail locations.

36.   (New) The method of claim 32 further comprising receiving product deletion data for a subset of the plurality of retail locations and generating reverse logistics data to modify the distribution of inventory at the first warehouse and the second warehouse in response to the product deletion data for the subset of the plurality of retail locations.

37.   (New) The method of claim 26 wherein the second warehouse is a distribution center.

5